PATIENT BETWEEN SATISFACTION RELATED WITH PATIENT LOYALTY

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Abstract: Introduction: The rapid development of world business makes hospitals as health service providers are required to improve their quality. Assessment of patient to hospital quality is a reference to improve service so make patient satisfaction grow and make patient become loyal. Patient loyalty is one of the key to the hospital can continue to compete in the era which business competition is getting tougher. This study aims to determine the relationship between patient satisfaction and patient loyalty in the hospital. Method: This research uses systematic review research design. The literature used in this research is the journal and scientific articles published by ProQuest, Scopus, Science Direct, Google Scholar, Airlangga University Journal 2010-2018 publication with selected keywords and analyzed using Critical Appraisal Skills Program (CASP). There are fifteen journals and scientific articles reviewed in this systematic review. Result: Most of the literature in this study show that the patient's satisfaction is significantly related to patient loyalty (87%). The episodes of these patients are seen from several aspects medical clinic environment, medical supervision, nursing staff, doctors, treatment effectiveness, service quality. A small literature (13%) states satisfaction does not determine patient loyalty to the hospital. Conclusion: Most of the literature in this study shows there is a relationship between satisfaction with patient loyalty.

1 INTRODUCTION

Hospitals are the largest and most complex provider of health care providers among other healthcare providers. The hospital with all the services and facilities is a warm discussion nowadays, where everything that the hospital provides to its patients will create its own impression on each patient, all services and facilities provided by the hospital will gather into a unity that can lead to patient satisfaction. Seeing the increasingly competitive market developments in hospitals makes management or hospital managers have to think extra and work hard so that hospitals can exist and superior in the competition these days. The memorable and unforgettable experience that hospitals provide to their patients, both directly and indirectly will have a positive impact, therefore a service must satisfy patients to keep patients loyal to use the services.

Patient satisfaction according to (Kotler & Keller 2009) is the level of one’s feelings after comparing the performance (or results) that he felt compared with expectations. According to (Azrul Azwar 2010) the criteria of quality health services refers to the application of standards and professional codes of good proficiency, which basically includes assessments of patient satisfaction regarding: physician-patients (doctor patient relationship), comfortable health service (amenities), freedom to choice, knowledge and technical skills (scientific knowledge and technical skill), effectiveness of service, security actions (safety).

Consumer reaction to bad service can be seen from two things, it is loyal or moving to another service provider (Atmaja 2008) various studies are mentioned Hospital as a health care provider has characteristics as a service organization with a low level of trust that generally the quality of service difficult to prove until patients visit and get the service of the hospital. Moreover, the quality of service delivery to customers may be different every time they return to a particular hospital.
affecting satisfaction and loyalty. One possible cause of the decline in loyalty is that patients who have been treated feel less satisfied then decided not to use the services again for both themselves and their families or they also complained dissatisfaction to others who ultimately build perception of others to the service (Laksono 2008). Customers who are satisfied with the goods or the quality of services provided, it will lead to customer loyalty so that increased customer buying interest and make customers loyal to the company. The decrease in the number of customer occurred due to move to competitor company (Akbar & Parvez 2009). Customer loyalty largely determines whether a customer will return or not and whether they will recommend to others to use it or not.

Based on the description above, the quality of service is the most important factor to form customer or patient trust to health service so as to create their loyalty (Azrul Azwar 2010). Mentioned in a journal entitled “Towards an understanding of the patient satisfaction in the Military Health System” by (Alan 2015) mentions that There is a positive and significant about relationship between patient experience and patient satisfaction, patient satisfaction and patient confidence, and patient confidence with patient loyalty. In other journals it is also mentioned that patient satisfaction is directly related to patient loyalty (Appalaya Meesala 2016). So in this systematic review the author will explain relationship between satisfaction with patient loyalty.

2 METHOD

This research uses systematic review research design. The literature search for this research is to search journal and scientific research articles published by ProQuest, Scopus, Science Direct, Google Scholar, Airlangga University Journal with selected keywords. Articles that match the keywords are analyzed for quality. The literature search is limited to the 2009 issue -2018 which can be accessed fulltext in pdf format.

Method of study of research article quality using Critical Appraisal Skills Program (CASP). The data of the analyzed findings were extracted and synthesized to achieve the research objectives. Based on the assessment, the articles that can be extracted are 15 articles that appropriate to the research objectives and meet the desired quality.

3 RESULTS

From 15 articles were selected, research conducted in the United Kingdom, Portugal, Iran, Indonesia, South Korea, India, USA, Taiwan, and Yemen. Most of the articles use quantitative research methods with cross-sectional research approach (n = 13), and others use qualitative methods (n = 2). Articles reviewed are articles published in 2010 - 2018. All samples used are patient users of health services such as public hospitals, private hospitals and health clinics.

Most of the results show that patient satisfaction has a relationship with patient loyalty to a health care provider. Research conducted by (Kondasani & Rajeev 2015) at a private hospital in India. This research tries to find the relationship of several variables such as loyalty with health staff communication, loyalty with hospital physical environment, and patient loyalty with hospital staff responsiveness and patient satisfaction with patient loyalty. Among these variables, the positive and most significant relationship is between patient satisfaction and patient loyalty.

Research conducted by Kim (Kim et al. 2017) in South Korea explains that patient satisfaction is strongly influenced by the effectiveness of therapy obtained by patients, and it will greatly affect the patient’s desire to return to a health service. Research conducted by (Minceong et al 2017) in the same country also shows that patient's satisfaction level in medical clinic have positive effect on patient's loyalty (t value: 7.527, p <0.1).

Research in the United States conducted by (Meesala & Justin 2017) shows that patient satisfaction directly affect patient loyalty. Reliability and responsiveness of health care providers to be factors that affect patient satisfaction. Furthermore this study also explained that female patients provide satisfaction higher than male patients and contribute greater loyalty.

In other studies (Akbar & Noorjahan 2009); (Ahnbori et al. 2010); (Astuti & Keisuke 2014); (Zarei et, al 2013); (Moreira & Pedro 2015) explains that patient satisfaction relates to patient loyalty. Patient satisfaction is a variable that mediates the quality of health services with patient loyalty. Patients who assessed the positive quality of service received will have a positive impact on patient satisfaction and loyalty.
Also according to (Juhana et al. 2015) brand image of health care providers is also a positive impact on patient satisfaction. According to (Chang 2013) in research exposes except patient satisfaction, patient experience in participation in decision making for the treatment and diagnosis of patients also affect patient loyalty to a health care provider. According to (Zarei 2013) patient loyalty is strongly influenced also by the trust of patients, and the trust can be obtained if patients get satisfaction on the service their received.

A small number of articles in this study (n = 3) showed different results where patient satisfaction did not affect patient loyalty to health care providers. Research conducted by (Sumaedi et al. 2014) in Bekasi shows that patient satisfaction does not affect patient loyalty. Only patient confidence can improve patient loyalty. Research conducted by (Patawayati et al. 2013) also shows the same thing, patient loyalty is not determined by patient satisfaction. Patient loyalty is strongly influenced by patient trust and patient commitment to health care. Both of these factors (patient trust and commitment) can be a mediator that linked to patient satisfaction and patient loyalty.

The results of the study (Hu et, al. 2011) conducted in Taiwan found that patient loyalty was strongly influenced by hospital barriers in preventing patients from moving to other hospitals. The barrier can be a comfort or a certain factor. Patients in Taiwan tend to choose hospitals based on locations close to their homes as well as the presence of increasingly difficult parking locations in Taiwan. Patient satisfaction has no significant effect in shaping patient loyalty. Furthermore, Hu explained that loyal customers are not necessarily satisfied customers, but satisfied customers tend to be loyal customers.

4 DISCUSSION

Most articles and journals five of fifteen indicating that there is a relationship of satisfaction with patient loyalty. Five of the fifteen articles and journals show that other factors related to patient loyalty in addition to satisfaction include trust, patient commitment, patient participation in the diagnostic process, and patient participation in decision making in the treatment and positive emotions of the patient. Five of the fifteen articles and other journals show the result that satisfaction is statistically unrelated to patient loyalty.

5 CONCLUSION

Strasser in (Supriyanto & Ernawaty 2010) defines that patient satisfaction as the patient's assessment and subsequent reactions to stimuli obtained in the health care environment before, during, and after outpatients and inpatient services. It is influenced by the character of the patient's disposition and the patient's experience of health exposure. According to (Gesperz 2013) measurement of satisfaction is to use items or multiple indicators (more than one item) so that the cause of dissatisfaction or satisfaction can be used as information. There is a significant relationship between satisfaction with loyalty, patients who are satisfied with the goods or the quality of services provided, it will lead to patient loyalty so that the patient's back interest increases and makes the patient loyal to the hospital. The loyalty of patients according to Parasuraman in (Etta Mamang Sangadji & Sopiah 2013) is a response that is closely related to a pledge to build the commitment underlying the continuity of the relationship and is usually reflected in the continuing buyer of the same service provider on the basis of dedication and pragmatic constraints. Patient loyalty is something that is formed from various stages of learning gained by patients in the exchange that occurs between the patient and providers of products or services (Tjiptono & Chandra 2011). The statement is also supported by the statement ( Hernie Justiana & Keisuke Justiana 2010) in Patient satisfaction and loyalty to the private hospitals in Sana'a, Yemen which mentions that there is a relationship between patient satisfaction and patient loyalty.

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